

where the creator
economy is *actually*
heading



hands up

*if you've heard of
the expert creator*



expert creators signal that
creators are getting smarter.

and thinking about their businesses smarter.



and consumers are
getting smarter too.

so creators are shifting from media
spaces to their own ecosystems.



Hi, I am Chloe.

I am the:

- founder of The Creator Cupid - influencer marketing strategist and consultant.
- a speaker and LinkedIn poster.

I've:

- been in the influencer industry for 9 years.
- worked with every type of brand and creator.



today I am answering:

- 1* how creators are shifting away from typical brand deals.
- 2* what this shift looks like in practice.
- 3* how brands can work with this shift.



creators as media
spaces, with
one-off fees.



creators
building their
own worlds.



three ways creator world-building is showing up:

1. * owning the IP
2. * owning the audience
3. * owning a stake



what “owning the IP” looks like

something ownable, outside of their face and name
trademarking a statement, phrase or way of doing
moving that IP to different outputs



what “owning the audience” looks like

moving outside the core platforms

taking audience different spaces - online and offline

direct to fan access like Substack or Patreon



what “owning a stake” looks like

creators onboarded as strategic advisors

creators investing their own capital

creators offered a % in exchange for deliverables



evolve the ambassador
beyond a deliverable
bundle

think beyond the
typical short-form:
substacks, podcasts,
IRL events

how can brands work with this world-building shift?

offer more than a flat
fee: revenue share,
co-created product,
advisory roles

invest early and
nurture in smaller
creators with
potential



the throughline:

creators want
to be taken
more seriously.



thank you <3

follow me on linkedin: Chloe Perkins
or say hi at lunch !!

